(b) DDK Jalpaiguri has produced the following number of Programmes.

Year	Programmes
2000	
2001	44
2002	76

(c) DDK Jalpaiguri covers the districts of Cooch Behar, Jalpaiguri, Darjeeling, Uttar Dinajpur, Dakshin Dinajpur and Malda for programme production. Programmes produced ensure participation of upcoming and promising artists. Programmes from remote tribal areas are also given emphasis. -

Plight of newspapers industry

1176. SHRIMATIS. G. INDIRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Indian Newspaper Society has stated that newspapers industry Is suffering due to policies of Government; and

(b) if so, the steps taken to correct the anamolies in the policies?

THE MINISTER OF STATE OFTHE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) The Ministry of Information and Broadcasting have been receiving representations from the Indian Newspaper Society (INS) from time to time highlighting certain issues of concern to the newspapers industry and the demands raised by the INS have been examined in the Ministry on merit.

Advertisement revenue of DD

1177. SHRI RAJKUMAR DHOOT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that while the advertisement revenue of Doordarshan has gone down by 12 per cent, whereas private TV channels registered increase of 43 per cent during 2002;

(b) if so, the reasons therefor; and

(c) the steps being taken to improve the advertisement revenue of Doordarshan?

THE MINISTER OF STATE OFTHE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) Prasar Bharti has informed that its revenue collection during 2001-2002 w/as Rs. 615.20 crores, as compared to the revenue earned during 2000-2001 of Rs. 637.51 crores. Details of advertisement revenue of private TV Channels are not maintained by Government.

(b) The reason for shortfall in commercial revenue of Doordarshan was mainly due to lower revenue realisation from the marketing of BCCI Cricket Matches in India during 2001 -2002.

(c) Prasar Bharati has informed that various steps have been taken to improve the advertisement revenue of Doordarshan such as improvement in quality of transmission, full exploitation of the commercial potential of programmes including films and film-based programme, revision of commercial rate card and rationalisation of rate structure, improving quality of content, and the presentation of channels, starting a marketing set up, creation of separate division for Government Ministries/ Departments, and setting up of an creative advisory committee.

Classification of newspaper industry

1178. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria for classification of the newspaper industry;

(b) whether All India Newspaper Employees Federatbn has submitted a charter of demands to revise classification based on gross revenue of all establishements working with a newspaper or a group of newspapers; and

(c) the action taken to review the matter as per demand?

. THE MINISTER OF STATE OFTHE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) The circulation per publishing day of a newspaper is the main criteria for its